



UPDATE OF THE DOWNTOWN PARKING MANAGEMENT PLAN

**Prepared By
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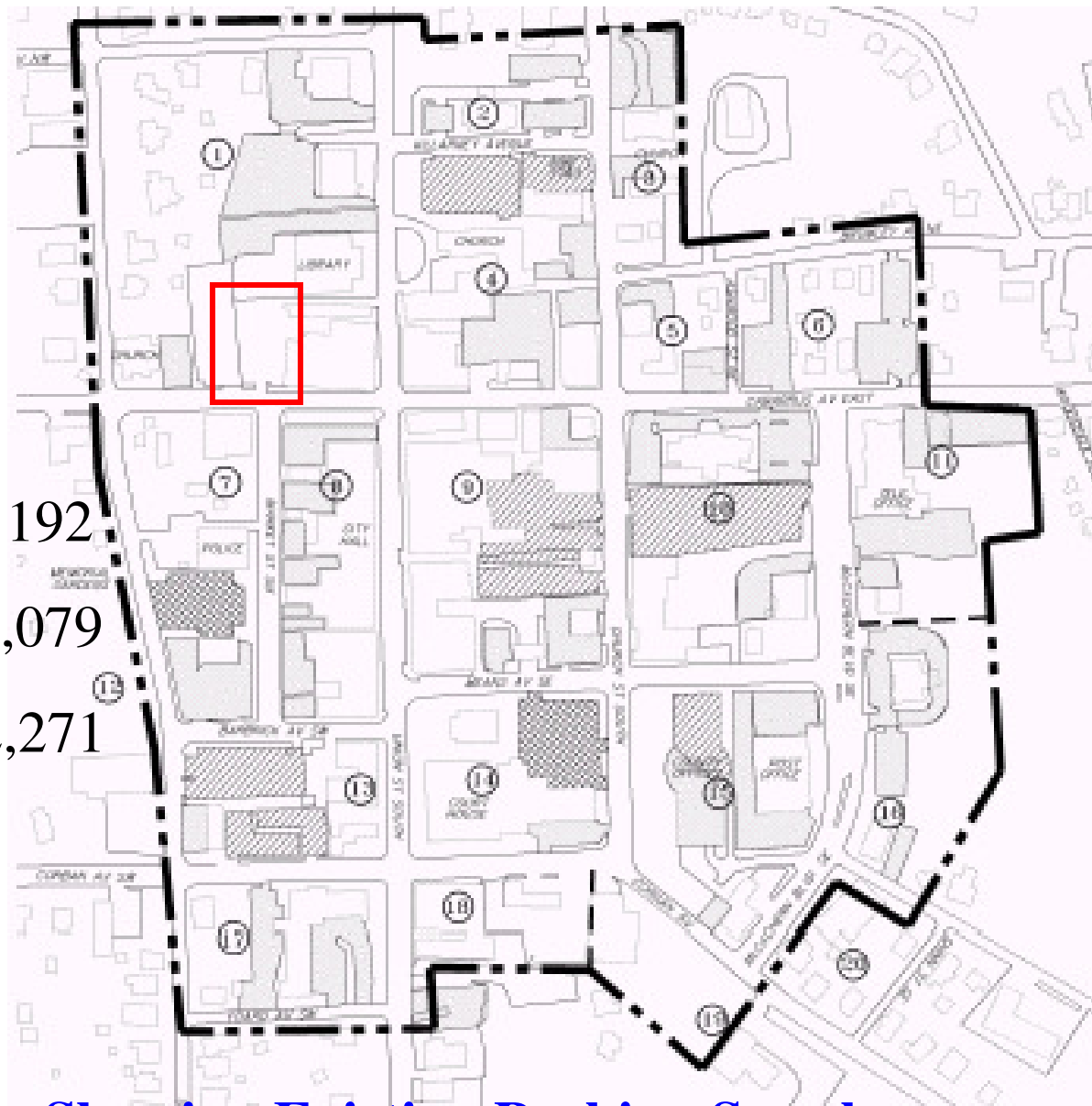
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GOALS AND OBJECTIVES

- Address Existing and Future Parking Needs
- Make Existing Parking More Efficient
- Identify Future Parking Needs
- Assure Future Parking Demands Are Met
- Plan New Facilities Consistent With the Goals of the Downtown Master Plan

On-Street Spaces 192
Off-Street Spaces 2,079
Total Spaces 2,271



Study Area Showing Existing Parking Supply

PARKING SUPPLY AND USE

<u>Parking Supply</u>		<u>Peak Parking Use</u>	
On-Street	192	152	79%
Off-Street Public	1,043	756	72%
Off-Street Private	<u>1,036</u>	<u>511</u>	<u>49%</u>
Total	2,271	1419	62%

Downtown lost ±117 spaces since 2001 due to construction

RECOMMENDED HORIZONS

- Report is divided into short-term and long-term sections based on nature of the recommendation.
- Immediate or Short-Term Parking Solutions
 - Occur in a 5-year horizon for implementation
 - Easy to implement and are less costly
- Long-Term Parking Solutions
 - Over 5-year implementation
 - Require major funding and/or construction

STRATEGIES FOR CONSIDERATION

- Add On-Street Parking
- Redesign of Off-Street Parking
- Parking Enforcement Program
- Parking Promotion
- Shared Parking
- Parking Signage

SHORT TERM RECOMMENDATIONS:

Add On-Street Parking

McCachern Boulevard

Streetscape Plan - loss of 5

Streetscape plan with adjustment in the angle of parking - gain of 2

Remove 2-hr time limit

- Good Long-term Parking
- Easy to do & low cost
- Consistent with Urban Design Plans



ADD ON-STREET PARKING

Market Street

Move centerline and install 45 degree parking on west and parallel parking on east.

Net Gain: 16 spaces

- Improved Safety
- Easy to Do & Low Cost
- Provides spaces in a high use block



REDESIGN OF OFF-STREET LOTS

Church Street (county) Lot

Change from 90 to 45 Degree

Three Bays - 146 Spaces

Net Gain: 24 Spaces

- Improved Parking Operation
- Easy to do



REDESIGN OF OFF-STREET LOTS

Means Street Lot (Wachovia)

Redesign the Drive-in Lot

Allow “stack-up” Through Public Lot

Net Gain: 20 Spaces

- Improved Efficiency
- Better Operation
- Provides spaces in a high use block



REDESIGN OF OFF-STREET LOTS

Barbrick Street (County) Lot

Combine and Reconfigure the two lots

Net Gain (with no property acquisition): 6 spaces

Net Gain (with acquisition): 40 spaces

- Improved operation
- Improved Landscaping
- Slight Increase in Parking



ADD OFF-STREET PARKING

Future Site - City Hall

Use for Interim Parking

60 Degree Angle Parking

Net Gain: 50 Spaces

- Good Long-term Parking
- Easy to do & low cost
- Provides spaces in a high use block



PARKING ENFORCEMENT

Study found 144 Time-Limit Violations

Increase Parking Fines

Habitual violators	up to 5 tickets annually	\$10 each
	5 - 10 tickets annually	\$20 each
	Over 10 tickets annually	\$40 each
Late payments	1 - 30 days	\$10 each
	31 - 60 days	\$20 each
	Over 60 days	\$40 each

Hand Held Computers

Increase the Frequency of Parking Enforcement Rounds

PARKING PROMOTION

✓ MEDIA ARTICLES

✓ PARKING MAPS

✓ WAYFINDING SIGNING

✓ MARKETING MUNICIPAL
DECK

Downtown West Bend:

Our Parking Problem!

Yes, parking Downtown is a problem that most of us have been aware of—and many have complained about—for a long time. Too long! It's time something proactive is done about it. And that means everyone must work together if any real change is going to take place.

Currently a group of volunteers has been working on ways to improve our Downtown and parking is one of the most glaring problems that needs addressing. While we have been successful in making some improvements, the real cure to our parking woes requires your help and cooperation. A aerial survey of Downtown West Bend indicates that the Downtown, as a whole, has ample parking. The key to our solution then lies in the way we use and manage our parking. That, in turn, leads to asking ourselves: *Could we be a part of the problem?*

If your business is located on or near Main Street, then the parking problem is particularly severe for you. Depending upon your location, you probably have some customer parking located directly outside your business. But where do you park? If you or your employees are parking "conveniently" near your place of business, then you are parking in your customers' space. In essence, you are making it inconvenient for customers to do business with you. You won't miss them—they just do not come.

You may have noticed how some people have figured out how to "heat the system".

In other words, park all day in the short-term parking areas, periodically check the car's tires, then erase any chalk mark. Another good example is to drive around the block a couple times each day and repark. Others have decided that a \$10.00 parking fine is an inexpensive cost for convenient parking. Please remember the cost of being inconsiderate is much more than \$10.00! The cost absorbed by your friends and neighbors may be enough to force them out of business. When the weather is wet or cold, you don't want to walk a block or two. Neither do Downtown customers. You have a choice, but so do potential Downtown customers—they may chose not to stop at all.

How much is a parking space worth?

Without going into a bunch of boring details, various sources have estimated the potential value of each on-street parking space to be around \$20,000 to \$30,000 in annual gross retail sales. That means a lot of potential revenue is being turned away every day by those who chose to park "conveniently".

"But," you say, "I am not a retailer and lost retail sales mean little or nothing to my livelihood."

Perhaps you are a sales representative who travels frequently, stopping in your Downtown office only periodically to retrieve messages or confirm appointments. You do not rely on "customer traffic" and, therefore, are not parking in your customers' space. So, then, why do you maintain your office in Downtown West Bend? It may be because of its central location, being part of a Downtown historical district with its unique buildings and distinctive atmosphere.

The ideal Downtown business mix includes a variety of retail, office, restaurant, entertainment, and residential components. If we are unable to maintain the retail and restaurant trade, for instance, the professional office and service sectors will also suffer or possibly disappear. That can only lead to an overall decline in reinvestment. As a result, buildings fall into disrepair and the Downtown's tax base decreases.

So who picks up the tab?

If the Downtown's value, sales tax collections and tax base decrease, we, as taxpayers, will be forced to "pick up the tab". We will realize the effects through escalating property tax levies on our homes and investment properties, or escalating tax bills passed on in rent increases charged by landlords.

The truth is, we all stand to gain from a healthy and vibrant Downtown.

We are asking all of you who make a living in Downtown West Bend to be aware of and care about your Downtown business community—your neighbors and friends. If you or your employees are parking near your door, you are literally taking dollars out of your pocket—or your neighbor's!

The City of West Bend and the Downtown West Bend Association are working to provide new parking facilities in areas that are especially "tight". We are also designing and producing maps and improved signage to direct customers and Downtown workers to appropriate parking areas. However, if Downtown workers are utilizing the most convenient parking spaces—those which should be available to Downtown shoppers—even the best map or signage program will do nothing to solve our parking problem.

Downtown West Bend has a "good problem".

We should all be proud and pleased that business is prospering and Downtown West Bend is truly being revitalized. Let's not be victims of our own success. The next time you are about to pull into that most "convenient" parking space, stop to think about its real value. Then show you care about your Downtown business community by parking in a little less "convenient" space. The short walk could benefit us all!

PARKING PROMOTION

PARKING MAPS



Finding a parking space in downtown Culpeper is easier than most people think!

We don't want you to waste your time looking for parking. That's why we printed this brochure which will point you to short-term parking as well as all-day parking.

In a hurry? Just drive into one of our two- or three-hour lots. They're easy to see on Main Street and they're close to the post office, banks, shops and other businesses. Parking is available both on-street and off-street. Please refer to the map to find the lot most convenient for you.

Enjoy our quaint and picturesque downtown with its variety of stores, businesses and Main Street parking. Remember to buckle up and drive safely!

PARKING GUIDE

- Free All Day Parking
- One-Hour or Less Parking
- Two- to Three-Hour Parking
- Permit Parking (Free to public on weekends)

For information about permit parking, please contact the Town of Culpeper Planning Department (540) 825-1785.

PLACES OF INTEREST

1. Chamber of Commerce
2. County Administration Building
3. County Courthouse & Courtyard
4. Culpeper Renaissance, Inc. (CRI)
5. Culpeper Train Depot
6. Museum of Culpeper History
7. National Cemetery
8. Town Hall
9. Yowell Meadow Park

PARKING PROMOTION

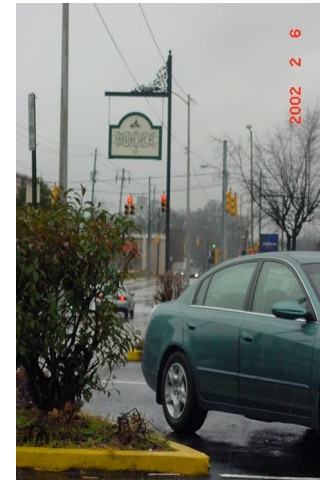
WAYFINDING SIGNING

- New signs to public parking
- Color coordinated with Logo



DESTINATION SIGNS

- Located at each lot
- Color coordinated with Logo



PARKING MANAGEMENT

MARKETING THE MUNICIPAL PARKING DECK

Remove 3-hr time limit on upper 3 levels of deck

Remove designation of 2nd & 3rd floor for city personnel only

Reserve spaces to be provided on 4th floor

Lower level to retain 3-hour time limit

Create and Distribute a Parking Map



STRATEGIES FOR CONSIDERATION: CURRENT NEEDS

Immediate Action Parking

2007-2009

Added On-Street +18

Redesign of Off-Street +100

Municipal Deck +100

Justice Center +150

FUTURE PARKING NEEDS

MODEL RESULTS	<u>2007</u>	<u>2012</u>
Occupied Building Floor Space	1,226,662 s.f.	1,704,537 s.f.
Parking Demand	1521 spaces	2011 spaces
Overall Needs for New Parking	150 spaces	300-400 spaces

STRATEGIES FOR CONSIDERATION: FUTURE NEEDS

Bicentennial Deck:

- **No Action**

Spring St. Commons Deck: + 50 spaces

- **Master Plan shows a mixed-use development w/lot**
- **2-level deck constructed with redevelopment**

Church Street (county) Deck: + 130 spaces

Barbrick Street Deck: + 175 spaces

Expansion of Old Sheriff's Lot: + 20 spaces

IMPLEMENTATION PROGRAM

<u>IMMEDIATE ACTION PROJECTS</u>		<u>RESPONSIBILITY</u>
Add On-street Parking	Market Street	City
	McCachern Street	City
Redesign Off-street Lots	Church Street Lot	County
Redesign Off-street Lots	Church Street Lot	County
	Means Street Lot	Private
	Barbrick Street Lot	County
	Future City Hall Site	City
Parking Enforcement	Hand Held Computers	City
	Increase Parking Fines	City
Parking Promotion	Media Articles	CDDC, City
	Parking Maps	CDDC, City

IMPLEMENTATION (Cont.)

<u>IMMEDIATE ACTION PROJECTS (CONT.)</u>		<u>RESPONSIBILITY</u>
Parking Promotion	Wayfinding Signing	City
	Marketing City Deck	CDDC, City
<u>LONG RANGE PROJECTS</u>		<u>RESPONSIBILITY</u>
New Parking	Spring Street Deck	City, Private Developer
	Church Street Deck	County, Private Developer
	Justice Center Lot	County
	Barbrick Street Deck	County
	Sherriff's Lot	County